

Subject **NZ Based Parent Tech Startup - Next Round**
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To amit saran <amits.fms@gmail.com>
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IITK WEBMAIL

Hello there,

Thanks for applying for the internship position with a NZ based parent tech startup (Sorry we are still naming our company :P)

Congratulations on making it to the second round of our selection process. As part of the process request if you could please carry out the assignment below and **send it back to me by Sunday i.e. 30th May midnight IST.**

Assignment:

Please create a web application with following features:

1. Landing page with Login/Signup buttons for a parenting support app.
2. Once you sign up create a page for input user details i.e. first name, last name, age, sex, location, profession.
3. Once the user is logged in, take her to a page with multiple parent situation categories i.e. Tooth brushing, Sleeping, Eating, Meltdown, Child patience
4. On the above page 3, also add a search functionality using key words
5. As the user clicks on one of the parent situations in step 3, take her to a 20-30 seconds video. Please create an engaging (tip- animation or doodle videos) video where two ladies are having the following conversation: You could break down the conversation into multiple scenes and create the video. - Note: just create one video.

Lady 1 (Mother) Says

Scene 1 (Only lady 1 in the frame) *Grrr why my child doesn't want to wait even for two minutes. I am going crazy.*

Lady 2 (a Parenting expert) says

Scene 2 (Both ladies in the frame for the rest of scenes) *Keep calm - try a big exhale.*

Scene 3 *Let your child express any big feelings, making sure everyone is safe.*

Scene 4 *Stay close, get down on their level, and empathise. Say something like, "You are having such a hard time waiting."*

Scene 5 *Make waiting more fun, "Shall we say the ABCs while we wait?"*

Scene 6 *Remember, they aren't deliberately being impatient, they just haven't learned this skill yet.*

6. Please take a video of your output showing steps 1-6 and send it back to me.

Please note that following will be used to assess your assignment:

1. Understanding of the tasks which will be reflected in the prototype that you would develop
2. How neat the prototype looks and navigates from the customer's perspective.
3. Creativity of the video that you will prepare as part of Step 5
4. Overall UX/UI of the output

I would request if you please don't ask any clarification questions related to the task as this is one of the assessment parameters. If you are not sure about any certain point, please use your best judgement. However if you have any other process related questions, please feel free to reach out. If you are unable to submit the assignment before the deadline, please let me know.

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Regards
Amit Saran